

REMARKS

The Applicants wish to thank the Examiner for thoroughly reviewing and considering the pending application. The Office Action dated July 25, 2005 has been received and carefully reviewed. Claim 18 has been amended. Claim 19 has been canceled. Accordingly, claims 1-18 and 20-26 are currently pending. Reexamination and reconsideration of the pending claims is respectfully requested.

As an initial matter, the Examiner is thanked for the indicated allowability of claims 8-17 and 23-26. Likewise, the Applicants thank the Examiner for indicating that claims 19-22 include allowable subject matter.

The Office Action rejected claims 1-7 under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 6,115,016 to *Yoshihara et al.* (hereinafter "*Yoshihara*"). The rejection of claims 1-7 is respectfully traversed and reconsideration is requested.

As required in Chapter 2131 of the M.P.E.P., in order to anticipate a claim under 35 U.S.C. §102, "the reference must teach every element of the claim." The Applicants respectfully submit that *Yoshihara* does not teach every element recited in claims 1-7. Thus, *Yoshihara* cannot anticipate these claims. More specifically, claim 1 recites a field sequential liquid crystal display device which includes a means that turns on "light sources according to an average luminance value obtained with a luminance value of color components R, G, and B." The Applicants submit that *Yoshihara* does not disclose turning on light sources according to an average luminance value. As such, the Applicants respectfully submit that *Yoshihara* fails to disclose each and every element recited in claim 1, and request that the rejection be withdrawn. Similarly, claims 2-7, which depend from claim 1, are also patentable for at least the same reasons.

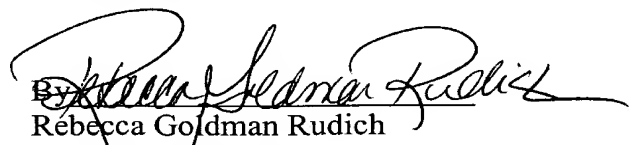
The Office Action also rejected claim 18 under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 6,828,954 to *Yoshihara et al.* (hereinafter "the '954 patent"). As indicated above, claim 18 has been amended to incorporate the allowable subject matter of claim 19. Therefore, the Applicants submit that claim 18 is patentable over the '954 patent and requests that the rejection be withdrawn.

The application is in a condition for allowance and favorable action is respectfully solicited. If for any reason the Examiner believes a conversation with the Applicant's representative would facilitate the prosecution of this application, the Examiner is encouraged to contact the undersigned attorney at (202) 496-7500. All correspondence should continue to be sent to the below-listed address.

If these papers are not considered timely filed by the Patent and Trademark Office, then a petition is hereby made under 37 C.F.R. §1.136, and any additional fees required under 37 C.F.R. §1.136 for any necessary extension of time, or any other fees required to complete the filing of this response, may be charged to Deposit Account No. 50-0911. Please credit any overpayment to deposit Account No. 50-0911. A duplicate copy of this sheet is enclosed.

Dated: October 25, 2005

Respectfully submitted,



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